

THROUGHOUT THE PROCESS OF JUDGING WHITE HOUSE REDUX, AN OLD STORY CAME TO MIND.

MORE THAN A THOUSAND YEARS AGO, THE STORY GOES, A KING WAS STRUGGLING TO PROTECT HIS WALLED CITY FROM CAPTURE. HE HAD MAYBE A DOZEN TROOPS LEFT, ALL OF THEM THOROUGHLY DEMORALIZED, AND THE INVADING ARMY HAD JUST BROKEN THROUGH THE OUTER GATES. THE CITY WAS DOOMED.

BUT, THEN, IN A FLASH OF INSIGHT, THE KING MADE A DECISION: HE WOULDN'T SURRENDER, FIGHT, OR EVEN FLEE. HE WOULD INSTEAD PREPARE HIMSELF A HOT MEAL, AND HE WOULD SIT DOWN AT A TABLE, UNPROTECTED IN A NEARBY COURTYARD. HE WOULD CALMLY EAT SUPPER THERE, UNPERTURBED, WAITING FOR HIS ENEMIES TO ARRIVE.

AND THEY ARRIVE. THEY COME SCREAMING ROUND THE CORNER—ONLY TO SEE THE KING THERE, EATING. BUT HE DOESN'T STAND, FLINCH, OR SAY A WORD. HE DOESN'T EVEN ACKNOWLEDGE THEIR PRESENCE. THE SHEER SURREALITY OF THE SCENE CONVINCES THE INVADERS THAT IT MUST BE A TRAP—THAT ARCHERS MUST BE HIDING IN THE TURRETS ABOVE, WAITING FOR A SIGN TO FIRE, AND THAT HEAVILY ARMED SOLDIERS MUST BE STANDING BEHIND THE DOORWAYS, BROADSWORDS IN HAND. A WAVE OF PANIC PASSES OVER THE ARMY—AND THE INVADERS RETREAT FROM THE CITY.

THE KING, ALONE WITH HIS PLATE OF WARM FOOD, HAS SAVED THE CITY.

THERE WOULD SEEM TO BE AN ARCHITECTURAL LESSON HIDDEN INSIDE SUCH A STORY—BUT HOW MIGHT IT BE APPLIED TO THE DESIGN OF A NEW WHITE HOUSE? IS THE ULTIMATE PROOF OF PRESIDENTIAL SECURITY NOT A MAN OR A WOMAN SURROUNDED BY BULLETPROOF GLASS, BUT A PRESIDENT WALKING FREELY IN THE STREET? DOES INSTALLING BARBED WIRE AND BLAST WALLS AT THE SYMBOLIC HEART OF MODERN DEMOCRACY SOMEHOW MISS A MORE SUBTLE AND IMPORTANT POINT—THAT IT IS PRECISELY THE INVISIBILITY OF GOVERNMENTAL POWER AND SURVEILLANCE WITH WHICH WE MUST NOW CONTEND?

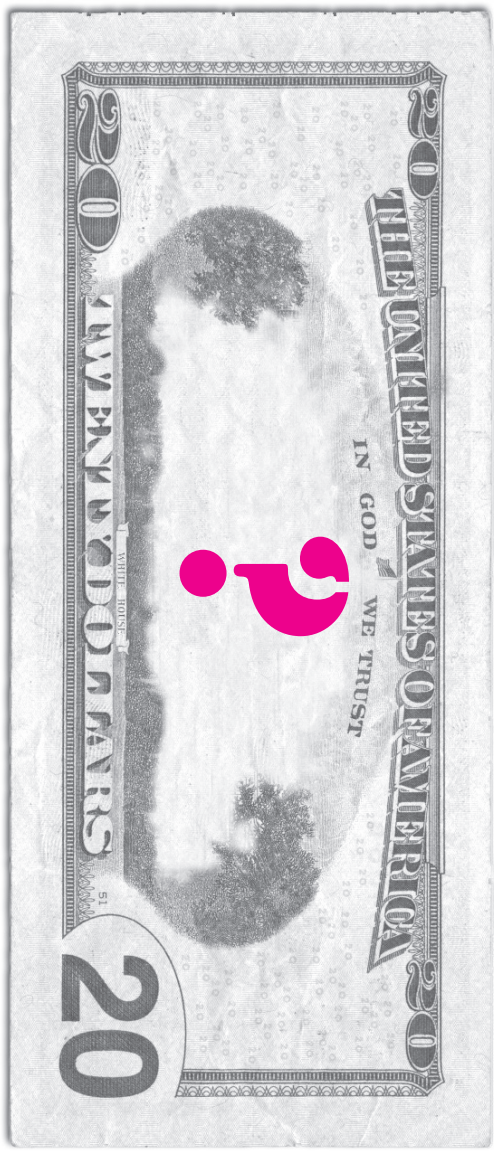
HOW DO WE SPATIALLY RESPOND OR GIVE SHAPE TO THE POLITICAL SITUATION TODAY? WE CAN USE ARCHITECTURE TO DIAGNOSE AND INTERPRET THE WORLD—RISKING THE PROJECTION OF OUR OWN FANTASIES UPON SUCH STRUCTURES—OR WE CAN USE ARCHITECTURE TO LAY THE FOUNDATIONS OF FUTURE TERRAINS NO ONE ANTICIPATES.

BY THE END OF THE DAY, THEN, WITH NEARLY FIVE HUNDRED ENTRIES, WHITE HOUSE REDUX BEGAN TO FEEL MORE LIKE A GENRE IN ITS OWN RIGHT, SOMETHING BETWEEN SCIENCE FICTION AND POLITICAL MANIFESTO. BUT THAT IS PRECISELY THE STRENGTH OF ARCHITECTURAL DESIGN TODAY: IT IS LITERARY AND DIAGNOSTIC; IT SPECULATES AND NARRATES. APPLIED TO THE ICONS OF POLITICAL POWER, ARCHITECTURE EXTENDS THE IMAGINATIVE REACH OF DESIGN INTO THE REALM OF EVERYDAY POSSIBILITY—CHANGING GOVERNMENTS, MINDS, AND NATION-STATES ALIKE.

WHITE HOUSE REDUX

2 OCTOBER 2008, 7PM
STOREFRONT REOPENS: UNVEILING OF RENOVATED FACADE
AND INAUGURATION OF WHITE HOUSE REDUX

4 NOVEMBER 2008, 6PM - 6AM
ELECTION NIGHT CABLE NEWS MARATHON AT STOREFRONT
WITH LARGE-SCREEN PROJECTION



IN JANUARY 2008, STOREFRONT FOR ART AND ARCHITECTURE AND CONTROL GROUP SENT AN OPEN CALL FOR IDEAS. THE BRIEF WAS SIMPLE: WHAT WOULD THE WHITE HOUSE, THE RESIDENCE OF THE WORLD'S MOST POWERFUL INDIVIDUAL, LOOK LIKE IF IT WERE TO BE DESIGNED TODAY?

THANK YOU.

TO ALL THE COMPANIES, FOUNDATIONS AND INDIVIDUALS WHO MADE THE
RENOVATION OF STOREFRONT'S HISTORIC FACADE POSSIBLE THROUGH
THEIR GENEROUS CONTRIBUTIONS



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ABOUT STOREFRONT Since 1982, Storefront has presented the work of more than a thousand architects and artists who challenge conventional perceptions of space - from aesthetic experiments to explorations of the conceptual, social and political forces that shape the built environment. Storefront creates an open forum to help architects and artists realize work and present it to a diverse audience in a program that includes an exhibition, film, publication and conversation series. In 1993, Storefront commissioned a collaborative building project by artist Vito Acconci and architect Steven Holl. The project replaced the existing facade with a series of twelve panels that pivot vertically or horizontally to open the entire length of the gallery directly onto the street. The project blurs the boundary between interior and exterior and, by placing the panels in different configurations, creates a multitude of different possible facades. Now regarded as a contemporary architectural landmark, Storefront's facade is visited by artists, architects and students from around the world.

BOARD OF DIRECTORS Peter Guggenhiemer (President), Carlos Brillembourg, Madelyn Burke-Vigeland, Beatriz Colomina, Belmont Freeman, Susan Hakkarainen, Campbell Hyers, Lauren Kogod, Laura Kurgan, Lindy Roy, Linda Pollak, Michael Manfredi, William Menking, Artur Walther

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Storefront's programs are made possible with support from the New York State Council for the Arts, a state agency, and New York City Department for Cultural Affairs, Citizens for NYC, the Stephen A. and Diana L. Goldberg Foundation, the Andy Warhol Foundation for the Visual Arts, LMCC and the Lily Auchincloss Foundation. Support is also provided by Storefront's Board of Directors, members and individuals.

GALLERY HOURS
Tuesday – Saturday 11:00AM - 6:00PM
Closed Sunday and Monday.

LOCATION
The gallery is located at 97 Kenmare Street, between Mulberry and Lafayette Street
Trains: 6 to Spring; N/R to Prince; B/D/F/V to Broadway Lafayette

STAFF
Director: Joseph Grima
Development Officer: Susannah Bohlke
Producer: Pernilla Ohrstedt
Curator at Large: Yasmeen M. Siddiqui

INTERNS
Lauren Bellard
Shumi Bose
Dana Kopel
Joseph Sheung-Yi Ng
Marty Schapiro
Danny Wills

WHITE HOUSE REDUX

IN ASSOCIATION WITH
CONTROL GROUP

150 IDEAS FOR A NEW WHITE HOUSE
An exhibition at Storefront for Art and Architecture
3 October - 8 November 2008
Tuesday - Saturday 11am - 6pm

WHR NUMBERS
Designs submitted for the competition to redesign the White House in 1792: 7
Number of registered White House Redux participants: 831
Number of projects submitted: 487
Countries of origin: 42
Total number of tabloid-format sheets printed for the May 29 jury in WTC7: 5135
Projects proposing to create a distributed network of White Houses: 14
Projects proposing to build a new White House underground: 18
Projects proposing to repaint the White House another color: 9
Projects proposing to rebuild the White House underground: 18
Projects proposing to rebuild the White House as a tower: 31
Projects proposing to repaint the White House black: 9
Projects incorporating a gigantic media screen: 23
Number of flying White Houses: 3
Number of floating White Houses: 3
Projects proposing to leave the White House as it is: 1

COMPETITION JURY
Beatriz Colomina (Architectural historian, New York)
Stefano Boeri (Editor-in-Chief, Abitare magazine, Milan)
Liz Diller (Diller Scofidio + Renfro, New York)
John Maeda (Rhode Island School of Design)
Geoff Manaugh (BLDGblog and Dwell magazine, San Francisco)
Mark Wigley (Graduate School of Architecture, Columbia)
Laetitia Wolff (Surface magazine)

WITH THE GENEROUS SUPPORT OF



ARCHITECT'S NEWSPAPER



WHITE HOUSE REDUX

123 IDEAS FOR A NEW WHITE HOUSE

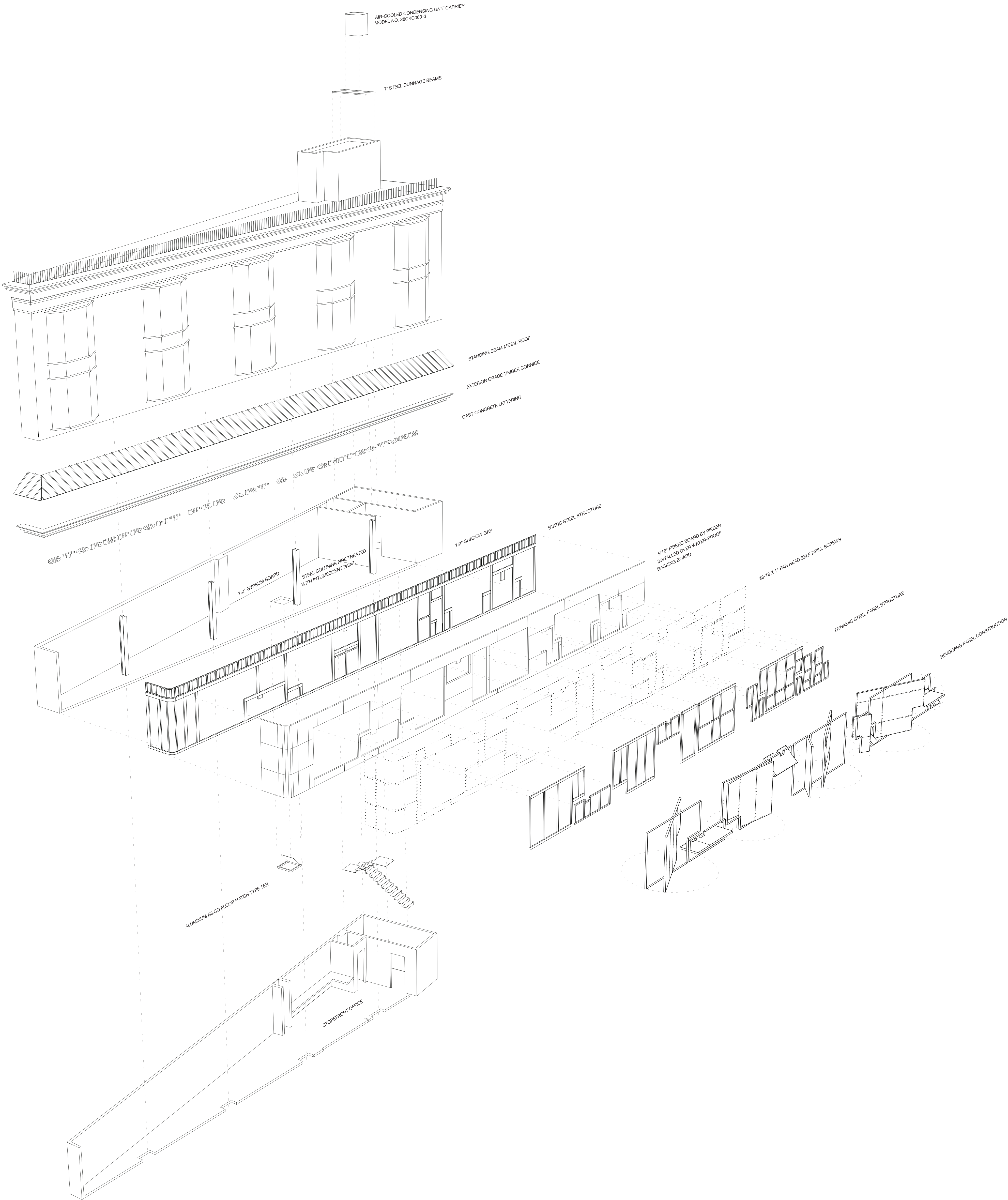


STOREFRONT FOR ART AND ARCHITECTURE, NEW YORK • 3 OCTOBER - 8 NOVEMBER, 2008

PRESENTED IN
ASSOCIATION WITH CONTROL GROUP

IMAGE: GIACOMO CASALINO/NEMOGRUPPO

STOREFRONT FOR ART & ARCHITECTURE



Storefront Facade Restoration Project July - September, 2008

STOREFRONT FACADE (1992)
Design Vito Acconci, Steven Holl
Original project contractor Face Fabrication

RESTORATION PROJECT (2008)
Project Architect Pernilla Ohrstedt
House Committee Carlos Brillembourg, Maddy Burke-Vigeland, Belmont Freeman, Peter Guggenheimer, Michael Manfredi

CONSTRUCTION MANAGEMENT
IBEX Construction

SUBCONTRACTORS
Carpenter Island Acoustics
Roofing American Sheet Metal

Decorators Promaster Painting & Decorating
Tiling JD Shehadi Tile
Plumbing Gotham Plumbing and Sprinkler Corp.
Electrics Petrocelli Electric
Lettering Architectural Molded Composites
HVAC PJ Mechanical
Environmental control Hillman Environmental
Asbestos abatement ETS
Consulting Architect Jerome S. Gillman
Consulting Engineers Simpson Gumpertz & Heger, Buro Happold
Steel repairs Transcontinental Steel

MATERIALS
Facade cladding Rieder/FibreC

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